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**HS/XII/V/PF/FC/Paper-IV/23**

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**FOUNDATION COURSE**

**( Poultry Extension, Marketing and Economics )**

( Vocational Course )

Paper—IV

*Full Marks : 15*

*Time : 1 hour*

*The figures in the margin indicate full marks for the questions*

**1.** Choose the correct answer from the options given :  $1 \times 2 = 2$

(a) Which of the following is/are commonly seen channel(s) for marketing poultry meat in India?

- (i) Producer–Wholesaler–Retailer–Consumer
- (ii) Producer–Retailer–Consumer
- (iii) Producer–Consumer
- (iv) All of the above

(b) The weakest link in broiler production system in India is

- (i) cost of feed
- (ii) lack of marketing facility
- (iii) availability of medicine not assured timely
- (iv) None of the above

( 2 )

**2.** Write True (*T*) or False (*F*) against each statement : 1×3=3

- (a) The cost of veterinary treatment is significantly lower in organic poultry farms than conventional one.
- (b) Feed alone accounts for about 70% of the total cost of poultry production.
- (c) In India, more than 10% of the total broilers are sold as processed and packed form.

**3.** Fill in the blanks with appropriate word : 1×3=3

- (a) The full form of NECC is \_\_\_\_\_.
- (b) The full form of NAFED is \_\_\_\_\_.
- (c) In case of organic poultry farming, if certain feed ingredients are not available from organic farming sources, then \_\_\_\_\_% conventional feeds may be allowed.

**4.** What are the important factors that affect the economic production of poultry? 3

**5.** Write short notes on (any *two*) : 2×2=4

- (a) Mixed farming and poultry raising
- (b) Existing strategies of poultry marketing
- (c) Organic poultry farming
- (d) Global market opportunity for organic food items

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